

Serial No.: 09/872,668
Attorney Docket No.: 10008156-1

CERTIFICATE OF TRANSMISSION

I hereby certify that this paper and every paper referred to therein as being transmitted via facsimile to: (571) 273-8300 Commissioner for Patents, Washington, DC 20231,

on June 9, 2006 (Date of Deposit) 14 (No. of pages)

Edmond A. DeFrank

By


Signature

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JUN 09 2006

PATENT

Attorney Docket No: 10008156-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:
Cherry et al.

Serial No.: 09/872,668

Group Art Unit: 3622

Filed: June 1, 2001

Examiner: Y. Retta

For: **CONTROLLED CUSTOMIZED ADVERTISING METHODS IN MEDIA**

PRELIMINARY AMENDMENT

Hon. Commissioner for Patents
Box RCE
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Before taking any action, in response to the Final Office Action dated March 9, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.